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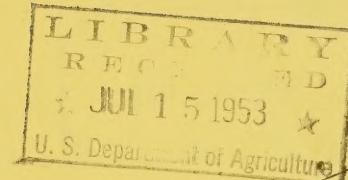


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Rivermont Orchids

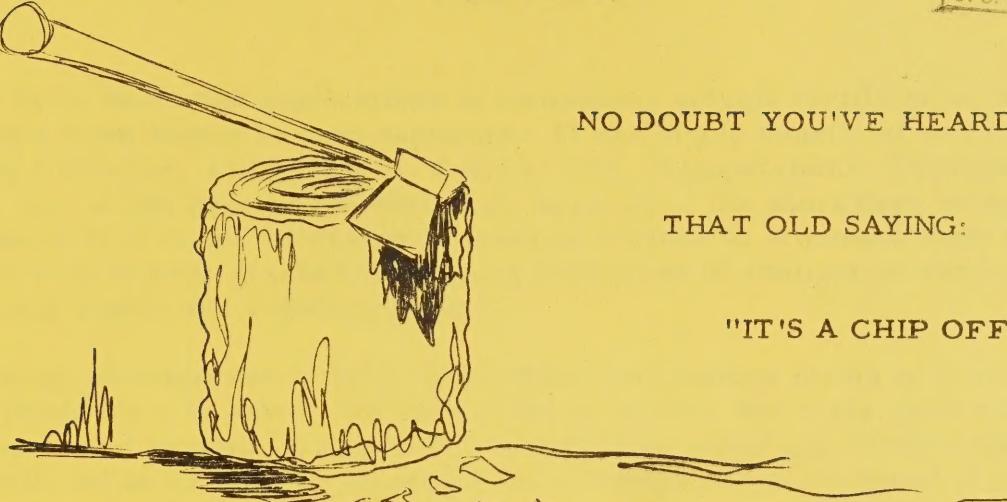
Signal Mountain, Tenn.



NO DOUBT YOU'VE HEARD

THAT OLD SAYING:

"IT'S A CHIP OFF THE OLD BLOCK"



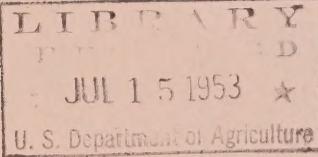
Well, that's the way we feel 'bout the seedlings of our Bow Bells crosses. We had a good response to the recent offer of these seedlings, our cross R-1586, C. Bow Bells, variety Honolulu x Self, and many nice comments have come back from customers who purchased them.

We have now heard from Mr. Earl M. Suyama, 204 Kapiolani St., Hilo, Hawaii, who has actually bloomed this cross. He reports the flowers are very satisfactory and we're passing this information on to you - in case you need evidence that it's a proven quality white!

We'd like to give you another opportunity now to order these fine seedlings - so read the merits of our Bow Bells and get this order on its way - "toute de suite"! We don't have many left!

"The Friendly Folks at
Rivermont"

Grow Healthier, More Vigorous Orchids,
Producing More and Better Flowers



FERTILIZE

There is no doubt that applications of completely soluble fertilizer at weekly or bi-weekly intervals from March 15 until September 25 are highly beneficial to your orchid seedlings, mature Cattleyas, Phalaenopsis, Cymbidiums, Zygopetalums, Cypripediums, and other varieties. It has been established that, because of the short days between September 25 and March 15 it is not necessary to fertilize orchids to stimulate them to optimum vigor. As everyone knows, it takes either long exposures of sunlight or artificial light to stimulate many plants into vigorous growth.

Rivermont recommends fertilizing seedlings and mature plants of Cattleyas, Cypripediums, and Cymbidiums; however, we should like to caution that if the plant does not have a well developed root system, it should not be fertilized under any circumstances, because the plant will not be capable of absorbing the nutrients which are made available in the potting medium.

These are the two fertilizers we use and recommend:

VHPF (Guaranteed Analysis 6% nitrogen, 25% phosphorous, 15% potash)

NUTRI-LEAF (Guaranteed analysis 16% nitrogen, 16% phosphorous, 16% potash)

Both of these superior plant foods contain trace elements and growth stimulating hormones. VHPF is used as a liquid fertilizer, and Nutri-Leaf is used as a liquid fertilizer and as a spray for the leaves. The recommended concentration of each is as follows:

When fertilizing weekly, use 1/2 tablespoon per gallon of water.

When fertilizing at two week intervals, use 1 tablespoon per gallon of water.

Try VHPF and NUTRI-LEAF on your orchids and observe the difference. Both of these fine plant foods are available in the 3 lb. economy-size package.

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Rivermont Orchids
Signal Mountain, Tennessee

Please ship _____ 3 lb. Packages of VHPF, @ \$1.50 each \$_____

Please ship _____ 3 lb. Packages of Nutri-Leaf @ \$1.60 each _____

Charge my account _____ Payment enclosed _____ Total: _____

Name: _____

Protect your Orchids
use
HY-TOX

HY-TOX, the latest insecticide containing Malathion, has proven to be very effective over the past two years against soft brown scale, spider mites, aphids, and a wide range of other greenhouse pests.

We have found at Rivermont that by following a definite plant insecticide program of spraying once each month, we can keep our range free of insects. This program is recommended for anyone growing orchids, whether it be on an amateur's scale, or commercially.

HY-TOX is simple to use and does not require any special equipment other than an ordinary hand sprayer. The concentration of this material is such that a small amount goes a long way. The recommended concentration is one tablespoon per gallon of water.

* * * * *

Rivermont Orchids
1012 James Boulevard
Signal Mountain, Tennessee

Please ship _____ 8 oz. bottles HY-TOX, @ \$1.80 ea.
 Charge my account Payment enclosed
Total: \$ _____

Name: _____

